

Re: Peer Marketing Associates - Kick off program

Peer Members

To obtain the Peer kick-off bonus dollars, Peer members must do the following.

Increase their weekly shipments of Forsyth product over their current weekly average purchases for an 8 week period. This 8 week period should start as soon as practical after the initial call. The current weekly average to be used is attached and it is based on the last 13 week purchases. If an account had no purchases over the last 13 weeks, then they will qualify for the kick off program if they purchase as little as 1 case per week for every week in the 8 week period.

For the first 10 cases purchased each week over their established weekly average, Peer members will receive an additional \$60 per case (\$1.00 per carton). If a member purchases over 10 cases, they will only receive the additional \$60 per case on the first 10 cases purchased. Likewise, if a member only purchases 5 cases a week, they will receive \$60 per case on the 5 cases that they purchased over their weekly average.

The maximum amount that can be earned under this program is \$4,800. This equates to \$600 per week (10 cases at \$60 per case) for the 8 week period.

When you call on the Peer accounts, the effective date of the kick-off program and the base weekly average volume should be indicated on the Peer Membership form (See new form attached). Once completed, these forms should be sent into Gwen Scott. She will be responsible for processing these forms and sending copies to Peer Headquarters.

At the end of the 8 week period, the Peer member's purchases will be reviewed and their alliance accrual will be adjusted based on their increased sales over the 8 week period. This information will be communicated to the Peer member in writing by Customer Service with copies to the appropriate Field managers and Peer Headquarters.

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New Associate Members

New Peer members should sign the attached Peer Associate Member Agreement form and forward this form directly to Peer Marketing (address is on the form) along with their initiation fee of \$100. All checks should be made payable to Peer Marketing Associates. The initial information regarding the associate member can be indicated on the Peer Membership agreement form and sent into Gwen for processing. Please note on that form that this account is an "associate" member.

The kick-off program for new associate members will work exactly like the program for Peer members. They are eligible to earn a maximum of \$4,800 in alliance accrual dollars if they increase their purchases of Forsyth products over the base average, which will be -0-) over the 8 week period.

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PEER MARKETING - 2/15/95

ALL STYLES

LIST PRICE	\$8.49
RETAIL FEATURE (OFF-INVOICE)	1.20

NET INVOICE	\$7.29
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MONTHLY P/L REBATE	.30
MARKETING ACCRUAL*	.80
SEMI-ANNUAL SHARE OF CATEGORY**	.50

NET PRICE	\$5.69
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TERMS (3.25% ROUNDED)	.28
E.F.T.***	.04
FOCUS PROGRAM POTENTIAL***	.14

POTENTIAL NET	\$5.23
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- * ALLIANCE PROGRAM - MARKETING PROGRAM (COUPON, ETC.)
** ONE (1) CENT PER S.O.C. % UP TO 50 CENTS - - PAID SEMI-ANNUALLY
***E.F.T. AND FOCUS ARE AVAILABLE TO QUALIFYING CUSTOMERS

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